RJ REYNOLDS

TOBACCO COMPANY

Copy

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

December 20, 1996

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

FEBRUARY DORAL B2G1F / PROMOTION #700046

Dear Gene:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 45 skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-23883	3	12300-16612	1
Light 100	12300-23881	3	12300-15212	1

PO #012097

Product / Premium Arrival:	January 20, 1997
Ship Date to Retail:	Week of: January 27, 1997
SKU CUBE :	1.3600
SKU WT (w/o Product):	4.0000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$1,310.53
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/lxvn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $98.00 (3.5 (12M) case(s) @ $28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

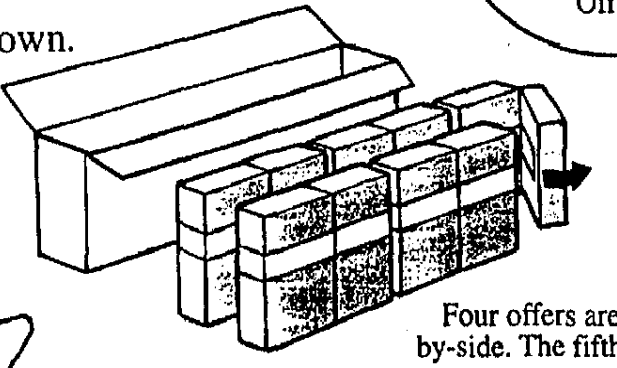
VALUE ADDED PROMOTIONS - 1ST QTR.'97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

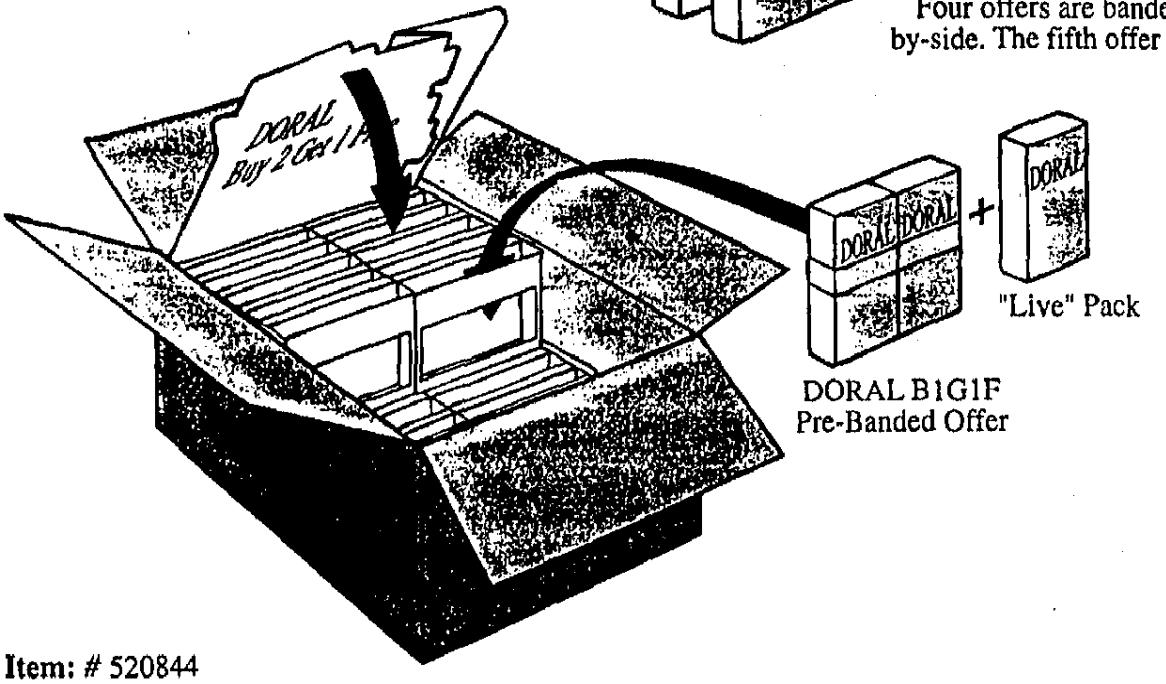
STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



"Live" Pack

DORAL B1G1F Pre-Banded Offer

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Item: # 520844
Description: DORAL B2G1F Sleeve Kit

Brand Style	FF Kg B1G1F	LT 100 B1G1F	X	FF Kg LIVE	LT 100 LIVE	
Number of Cartons	2	2	X	1	1	

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WHOLESALER : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
TEMPLATE : 700046 70200 DOR FEB B2G1F
TEMPLATE SEQ : 0002
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	617642	MAINE BIG M	ROUTE 26	MAINE	NY	13802	1				(607)862-3269
162210	162233	634688	COOKS PRODUCE	58 RIVERSIDE DRIV	SIDNEY	NY	13838	1				(607)563-2273
162210	162233	688210	STURGESS PHARMACY	52 MAIN STREET	UNADILLA	NY	13849	1				(607)369-2131
162204	162223	693725	GREAT BEND SUNOCO	RR 1 BOX 19	GREAT BEND	PA	18821	1		5405-0000		(717)879-4600
162204		727918	DELAWARE RIVER FLY	HE 1	STARLIGHT	PA	18461	1				(717)635-5983
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607)773-8506
162204	162226	519629	SUGARCREEK/F	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607)775-3500
162203	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607)334-9212
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607)772-8585
162204	162226	700336	EZ MART	285 HARRY L DR	JOHNSON CITY	NY	13790	1				(607)770-1099
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANNS	NY	12430	1				(914)254-4010
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914)586-2442
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	1	NYS	0353-0100		(607)798-0685
162203	162231	021787	MR T'S FOOD KING	MAIN STREET	WHITNEY POINT	NY	13862	1	NYS			(607)692-4006
162204	162233	171091	DEPOSIT BIG M	FRONT STREET	DEPOSIT	NY	13754	1	NYS			(607)467-4749
162203	162231	269444	HOLLENBECK'S SHUR-S	17 N MAIN ST	NEWARK VALLEY	NY	13811	1	NYS			(607)642-3430
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607)785-2971
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	2	NYS			(607)773-8420
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1	NYS			(607)724-4904
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	1	NYS			(607)785-0981
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1	NYS			(607)754-1123
162204	162226	087208	BOB'S MOBIL/F	509 HOOPER RD	ENDWELL	NY	13760	3	NYS			(607)754-9755
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607)722-1714
162204	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	2	NYS			(607)687-9843
162204	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-4287
162204		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-2470
162204	162223	316818	TNL, INC.	DBA E-Z MART	CONKLIN	NY	13748	1	NYS			(607)775-4616
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1	NYS	2890-0000		(607)723-7035
162203	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1	NYS			
162203	162233	171409	BARTLE PHARMACY	PO BOX 634	OXFORD	NY	13830	2	NYS			(607)843-2841

PAGE BREAK TOTAL ACCOUNTS 30 TOTAL QUANTITY 36

TEMPLATE TOTAL ACCOUNTS 30 TOTAL QUANTITY 36

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 01/29/97

ACCOUNT NUMBER: 447000
VOUCHER NUMBER: 15341660
DATE WRITTEN: 01/29/97
STATUS: PAID
AMOUNT PAID: 98.00

MUTUAL WHOLSALE SERV
184 ROBINSON STREET
BINGHAMTON , NY 13904

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	3.50	98.00

EXPLANATION: DOR B2G1F 700046 / JM

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